Pattern Recognition (Blue Ant)

By William Gibson

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Still haunted by the memory of her missing father—a Cold War security guru who disappeared in downtown Manhattan on the morning of September 11, 2001—Cayce is soon traveling through parallel universes of marketing, globalization, and terror, heading always for the still point where the three converge. From London to Tokyo to Moscow, she follows the implications of a secret as disturbing—and compelling—as the twenty-first century promises to be...

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Pattern Recognition (Blue Ant) By William Gibson Bibliography

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Editorial Review

Amazon.com Review

The first of William Gibson's usually futuristic novels to be set in the present, *Pattern Recognition* is a masterful snapshot of modern consumer culture and hipster esoterica. Set in London, Tokyo, and Moscow, *Pattern Recognition* takes the reader on a tour of a global village inhabited by power-hungry marketeers, industrial saboteurs, high-end hackers, Russian mob bosses, Internet fan-boys, techno archeologists, washed-out spies, cultural documentarians, and our heroine Cayce Pollard--a soothsaying "cool hunter" with an allergy to brand names.

Pollard is among a cult-like group of Internet obsessives that strives to find meaning and patterns within a mysterious collection of video moments, merely called "the footage," let loose onto the Internet by an unknown source. Her hobby and work collide when a megalomaniac client hires her to track down whoever is behind the footage. Cayce's quest will take her in and out of harm's way in a high-stakes game that ultimately coincides with her desire to reconcile her father's disappearance during the September 11 attacks in New York.

Although he forgoes his usual future-think tactics, this is very much a William Gibson novel, more so for fans who realize that Gibson's brilliance lies not in constructing new futures but in using astute observations of present-day cultural flotsam to create those futures. With *Pattern Recognition*, Gibson skips the extrapolation and focuses his acumen on our confusing contemporary world, using the precocious Pollard to personify and humanize the uncertain anxiety, optimistic hope, and downright fear many feel when looking to the future. The novel is filled with Gibson's lyric descriptions and astute observations of modern life, making it worth the read for both cool hunters and their prey. *--Jeremy Pugh*

From Publishers Weekly

Gibson, known as the "patron saint of cyberpunk lit," has made his reputation with futuristic tales. Though his new novel is set in the present, baroque descriptions of everyday articles and menacing anthropomorphic treatment of the Internet and sister technology give it a sci-fi feel. Cayce Pollard, a market researcher with razor-sharp intuition, makes big bucks by evaluating potential products and advertising campaigns. In London, she stays in the trendy digs of documentary filmmaker friend Damien (away on assignment), whom she e-mails frequently. When Cayce brusquely rejects the new logo of advertising mogul Hubertus Bigend, she earns his respect and a big check but makes an enemy of his graphic designer, vindictive Dorotea Benedetti. Hubertus later hires Cayce to ferret out the origin of a series of sensual film clips appearing guerrilla style on computers all over the world and attracting a growing cult following. Cayce treats this as a standard job until somebody breaks into Damien's flat and hacks into her computer. Suddenly every casual encounter carries undertones of danger. Her investigative trail takes her to Tokyo and Russia and through a rogue's gallery of iconoclastic Web-heads. Casting a further shadow is the memory of her father, Win, a security expert (probably CIA) missing and presumed dead in the World Trade Center disaster of exactly a year earlier. For complicated reasons even she doesn't understand, she connects her current dilemma with her father's tragedy and follows the trail with the fervor of a personal vendetta. Gibson's brisk, kinetic style and incisive observations should keep the reader entertained even when Cayce's quest begins to lose urgency. Gibson's best book since Mona Lisa Overdrive should satisfy his hardcore fans while winning plenty of new ones.

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From School Library Journal

Adult/High School-Cayce Pollard is a well-paid professional marketer. She and her friends-filmmakers, dealers in electronic esoterica, designers, and hackers-live on the cutting edge of a highly technological, "post-geographic" world, where the manipulation of cultural trends can bring great power. When she is employed to discover the source of "the Footage," a mysterious film that has been appearing in bits and pieces on the Web and gathering a worldwide underground following, her survival is at stake. In her search for the auteur, she outwits corporate spies, terrorists, and mobsters in London, Tokyo, Moscow, and New York; struggles with ethical issues; and even delves into the mystery of her father's disappearance on September 11, 2001. Some readers might feel that this novel demands too much of them-the prose is witty, each page challenges with provocative observations, and there are a lot of pieces to the puzzle. But those who enjoyed Gibson's earlier work, or the writing of Neal Stephenson or Bruce Sterling, should relish this headlong race through an unsettling but recognizable world to a surprisingly humane conclusion.
Christine C. Menefee, Fairfax County Public Library,
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Users Review

From reader reviews:

Will Cathcart:

This Pattern Recognition (Blue Ant) book is not really ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is usually information inside this reserve incredible fresh, you will get facts which is getting deeper anyone read a lot of information you will get. This particular Pattern Recognition (Blue Ant) without we comprehend teach the one who studying it become critical in imagining and analyzing. Don't be worry Pattern Recognition (Blue Ant) can bring once you are and not make your case space or bookshelves' turn out to be full because you can have it in your lovely laptop even cellphone. This Pattern Recognition (Blue Ant) having very good arrangement in word as well as layout, so you will not really feel uninterested in reading.

Joseph Nixon:

The book with title Pattern Recognition (Blue Ant) includes a lot of information that you can find out it. You can get a lot of help after read this book. This particular book exist new knowledge the information that exist in this reserve represented the condition of the world currently. That is important to yo7u to be aware of how the improvement of the world. That book will bring you with new era of the glowbal growth. You can read the e-book on your own smart phone, so you can read that anywhere you want.

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